

BOOSTS IN RENTS MEAN \$75,000,000 FOR LANDLORDS

Increases General Throughout
City Far in Excess of In-
creased Expenses.

Several weeks ago the head of the Fox River Butter Company, when asked why butter prices should be so extremely high, said it was his opinion that butter could not help going into the up-hill wave. There was no just business reason. Other things were high. Butter wanted to be on the high cost of living wave, and the boys shoved it within a few inches of the top.

As butter, so rents in elevator and non-elevator apartments throughout the city. There may be, and undoubtedly is, reason for moderate advances in rents to cover small increases in maintenance, but an investigation, not yet completed, shows that there is no real excuse for the shoving up of rents from 6 to 16 per cent. as is being done all over the city.

The Washington Heights residents are especially roused, but they have no more reason to complain than thousands upon thousands of other families to the east and to the north of them. Ninety per cent. of the landlords of old and new apartments have jumped rents from \$1.50 to \$2 a room. They have made a melon for themselves and its size is much nearer \$75,000,000 annually than the \$50,000,000 which some experts have figured as the excess profit represented by these increases.

Wherever you go somebody tells you the landlords have raised the rent from \$5 to \$15 and, in some instances, \$15 a month. Up in the Van Cortlandt Park section houses are being presented to prospective tenants in which the rents in the newly finished apartments are from \$2 to \$2.50 a room more than rentals in adjoining structures put up two years ago. Here is a typical instance:

At Two Hundred and Thirty-fifth Street and Bailey Avenue a reporter for The Evening World sat for an hour yesterday in one of these bandbox homes of a huge apartment house, consisting of three rooms which, if joined in one, would still fall short of being as big as a mother's kitchen "back home." The present rental is \$20 a month. Within a stone's throw of this bandbox home the reporter found another equally pretentious apartment house, found also a three-room bandbox home. The renting agent informed the reporter that \$25 a month is the price being asked.

"The only reason we have not been hit," said the tenant of the \$20 bandbox home, "is because we are what are called old-tenants. The landlord told me that he was not sure he would be able to renew my lease at the same figure but would do the best he could. I now know what he means by 'best'."

This is a sample of the immoderate increases all over town. At Fourteenth Street and Seventh Avenue old-fashioned apartments that have been \$15 for years jumped to \$30 in the last week in old and new tenants alike. Here and there, all over town, there are scattered instances of \$5 and \$7 increases in even non-elevator apartments. The landlords have thrown themselves into the high cost of living wave with reckless disregard for ordinary every-day moderation. In sections of the east side from 140th Street to 155th Street sub-landlords are giving him every day that they "just must have more money" for some of their battle-less houses. Pretty soon the poor will begin to feel the squeeze of the hand itching for a slice of high rent melon.

Approximately a quarter of a million families of the \$2,000 to \$2,500 a year income class about 150,000 of the class between \$1,500 and \$2,000 a year, and probably half a million in the class directly above common labor but not quite up to the \$1,500 a year income class—these are families largely affected in the extraordinary rental jumps. From 140th Street north to Fordham, the \$2,000 and upward class is also numerous and equally hard hit.

It is not extravagant to say that landlords all over town, including those who have not raised the rents, are afflicted with the high rental fever. In succeeding articles The Evening World will try to present both sides of the rental jump. But to-day it has the unpleasant duty of announcing that July 15 is the limit for Washington Heights residents. If they have not renewed their leases by that time their apartments are to be turned over to somebody willing to pay the immoderate advances. As far as a reporter for The Evening World has been able to find out there has been no general rule of renewals. In some of the biggest apartment houses in the section not more than one-third of the occupants have renewed leases under the new prices. In others about one-half have been renewed. Some property owners' associations claim that they have "renewals" for almost a majority of the total number of their tenants. Very, very few claim that all have signed up. It is not at all improbable that at least 50 per cent. of all the tenants in this section, up to Fordham, will sign up for the reason

Heroic British Airman Who 'Brought Down' 43 Enemy Fliers



Capt. Albert Hall

Capt. Albert Hall, D. S. O., M. C., Croix de Guerre, the young British airman who brought down forty-three enemy planes and one balloon, was wounded recently in a thrilling battle. While flying over the German lines seven enemy planes gave him battle. His machine was injured and he fell to the earth.

that they have nowhere else to go. Everywhere they turn they face practically the same conditions, excepting far-distant points where new buildings are under way.

Increase of the cost of maintenance and the extreme price of coal are the chief reasons given for the jump in rental. In the cost of maintenance items are included: First, increases to employees; second, the desire of every normal housewife to have paper of beautiful design and special decorative effects. It seems that even wall-paper has lifted itself out of the ordinary walks of life to the level of one of the necessary commodities and, therefore, entitled to be in the high-cost-of-living wave.

As to the claims of landlords that increases to employees have been or are to be as much as \$10 and \$15 a month, a reporter for The Evening World has so far been unable to find any apartment employee below the status of a "real superintendent" who would admit that his wages have been increased \$10 a month.

He found scores of elevator boys who admitted increase of 25 and 30 cents a week. He also found at least twenty instances in which the former standard of advances given recognized labor-union bodies, in all departments, the wage-advance claim of the landlords or rental agents was a mere argument, even if it was an argument. In very few cases do these collective increases amount to \$1,500 a year for one apartment. In most cases the increase is far less. But of course this sum, based on statements of employees of two large apartment houses, there are undoubtedly exceptional instances where the yearly increase may exceed this sum.

In most instances the old rule of polite grafting on tenants and landlords is still sufficient inducement to overcome any argument for higher wages. Strangely enough few members of the Property Owners' Association, in support of their claim for higher rents, have even hinted at the extreme tax on real estate. Most of them have confined themselves to not very strong arguments for immoderate increases. The high cost of wall paper, elevator boys and janitors, and of coal now or in the future. But here and there The Evening World reporter found big men who got down to real facts and cited the tax on real estate as a basic and just reason.

Here's what Charles S. Kohler, one of the big landlords in the Washington Heights section, has to say generally of the rent issue:

"We think it is fair. We have had very few complaints. It is not true that there is any general refusal to renew leases. We have a large number of renewals already, almost a majority of our tenants. Yes, it's true, as you say, that we get a discount for our coal. But it's not quite as big as you say. It's not 10 per cent. I don't think that at least I don't think that is true in our case. Of course some landlords buy by the load. Yes, I'm a heavy buyer of coal."

"As to increases to employees, I don't think the total in any case has been under \$5 a month. I can't say just what the exact increase has been. Do I expect to get renewals from all our tenants? Well, we're not complaining. What is the time limit? Well, we're pushing our tenants. But of course by July 15 we expect to have a definite answer from all, one way or the other. Those who have not signed up by that time will be informed that their apartments are to be let to others."

Boston Wants Belgian Envoys July 1.
BOSTON, June 30.—Mayor Curley has extended a formal invitation to the Belgian Minister to visit this city to spend Independence Day in this city. If the Envoys consent to come a mass meeting will be held on Boston Common.

65 MEN ANSWER CALL OF 12TH AND 69TH FIRST DAY

Evening World's Campaign
to Recruit Regiments to War
Strength Starts Well.

Twenty-five enlistments yesterday in the Twelfth Regiment, and sixteen of the men passed the physical examination and were accepted. Forty volunteers to the Sixty-ninth Regiment and twenty-five of them accepted.

That is pretty good for the first day in the campaign of The Evening World to recruit the two home regiments up to their war strength. The Twelfth has further to go in the way of recruiting than the Sixty-ninth. Up to this morning the Twelfth had 1,661 men. The Sixty-ninth needs only 156 more men. The full war strength of a regiment is 2,002.

The heads of both home regiments are enthusiastic over the work of The Evening World. Both declare that with the paper behind them there is no doubt of the success of the campaign. Lieut. Col. Latham R. Reed, in charge of the Sixty-ninth, said this morning:

"We have no doubt now we will get our full quota before conscription starts. Some time ago I made an appeal to the newspapers of New York to back up the recruiting work of the National Guard. The Evening World has been the first of the papers to take the matter up seriously, and its efforts will be of great value and help to the guard. We need now only 156 men, and I feel certain that by July 15 we will have that number."

The armories of both regiments are open to recruits day and night, so that no time need be taken from the day's work to enlist for the country's work. Applicants are keeping the recruiting officers busy, but that's what the recruiting officers are for. The Twelfth has recruiting branches outside of the armory, at Sixty-second Street and Columbus Avenue, at the following locations:

John Street and Broadway, Spring and Mulberry Streets, No. 408 East Fourteenth Street, Broadway and Twenty-fifth Street, Broadway and Thirty-third Street, No. 507 Broadway, Broadway and Forty-seventh Street, Broadway and Eighty-eighth Street, Broadway and Two Hundred and Forty-second Street, Subway Arcade, under the Yale Club at West Forty-fourth Street; Second Avenue and Fifty-ninth Street, No. 107 Manhattan Street, and Surf Avenue, Coney Island.

The sixteen men accepted by the Twelfth yesterday were: Williamson, John, Company A; Telling, Willard, Company A; Haward, William, Company A; Brophy, Joe, Company B; Barbut, Tony, Company B; Binnie, William, Company D; Bucca, Antonio, Company D; Rozano, Joseph, Company D; Keady, John, Company F; Maloney, Patrick, Company F; Bauer, George, Company G; Winkler, Frank, Company I; Johnson, George A., Company K; Amy, Albert, Company L; Flanagan, Francis, Company M.

Names and addresses of all recruits for the Twelfth and Sixty-ninth Regiments will be printed in The Evening World from day to day until the regiments are up to full war strength.

JOFFE SENDS HIS THANKS FOR MONEY COLLECTED HERE

Acknowledges Receipt of 500,000
Francs for French War
Charities.

A letter from Marshal Joffre expressing his thanks for 500,000 francs collected here in his honor for French war charities was received to-day by Frank A. Vanderlip, President of the National City Bank, as treasurer of the fund. The letter, dated Paris, June 18, said:

"I have the honor to acknowledge the receipt of the check for 500,000 francs, which in the name of the committee of American citizens interested in our efforts in behalf of the war sufferers you have kindly sent me through the intermediary of our Ambassador at Washington."

In accordance with the desires of yourself and your noble countrymen, my amount will be employed in the maintenance of our war charities. With all my heart I wish to express my gratitude to you with the request that you make yourself the bearer of my most sincere thanks to all the generous givers."

BRAZIL'S NAVY ACTING WITH THE U. S. FLEET

Proposal to Send War Mission to
Rio Now Under Consideration
at Washington.

WASHINGTON, June 30.—Brazil's navy has begun co-operating with the American fleet in South American waters in hunting down German sea raiders and watching for German submarines.

Without formal declaration of war, Brazil has practically joined the United States against Germany. A dispatch from Rio de Janeiro says that the Brazilian navy is now in the process of sending a war mission to Europe. It is impossible to overestimate the value of this cooperation.

Another fact of great value is that British consultants throughout the country are organizing territorial committees to aid in our work. All classes of men are represented in those we have rallied to the Union Jack during our first month of work. We have enrolled laborers, mechanics, professional men, more than a few artists and many actors. We have had applicants not only from the British Isles and Canada, but from Australia, New Zealand and the West Indies.

MISS EVELYN BIDDLE, BRIDE-TO-DAY OF BROOKLYN JUDGE



Miss Evelyn Biddle

County Judge Norman S. Dike of Brooklyn and Miss Evelyn Moore Biddle, daughter of Mr. and Mrs. Horace Moore Biddle of this city and Philadelphia, were married at noon to-day at the home of Mr. and Mrs. Ira Richards Jr. at Glen Cove, L. I., long-time friends of the Biddle family. The ceremony was performed by the Rev. Charles W. Hinton of Glen Cove and was witnessed by forty relatives and friends.

Miss Biddle was given away by her father, her only attendant, Robert Maxwell of this city was best man.

AUSTRIANS LOSE 8,000 IN ATTACKS AT MT. ORTIGARA

Battles Around This Dominant
Point Sets New Mark
in Ferocity.

ROME, June 30.—At least 8,000 Austrians succumbed in the fruitless enemy offensive around Mount Ortigara between June 10 and 25, according to War Office estimates to-day.

The battles for this dominating point set a new mark in ferocity. The Austrians attacked in successive waves with every known device of killing—big guns, little guns, machine guns, liquid fire, flame projectors, asphyxiating gas, mines and bayonets. The ground was literally churned into powder and soaked with the blood of the fighters.

Neither side held Ortigara to-day. The barrage waves of both the Italian and Austrian forces converged over its summit making it impossible for any human being to live through the rain of shells.

WASHINGTON, June 30.—Heavy Austrian reinforcements from the Russian front have been thrown against the Italians in the Trentino, according to Italian Embassy despatches. They deny that the Italians have been driven from their new position on Mount Ortigara.

Some of the means by which Italy reduced the submarine sinkings of Italian vessels last month to only one vessel of over 1,000 tons were also described in despatches. The coast is present in guarded, among other things, by coast guns on trains, fast motor boats, hydroplanes, small dirigibles, torpedo boats and even submarines.

The Prince of Udine, head of the war mission here, in a talk to-day to American naval officers, told of his experiences during two years of war as commander of a destroyer and explained Italy's system of hunting submarines.

Stenger Grand Republic Under New Management

The McAllister Steamship Company announces the purchase of the Steamer Grand Republic, to be operated in its Bear Mountain service with the Steamer Highlander. The free playground has proved so popular with the public that visitors could not be carried with comfort on the Highlander alone.

The Grand Republic formerly operated between New York and Rockaway Beach, and has a capacity of 200 persons. She is well fitted for her new work, with her spacious decks and comfortable cabins. The company to-day began special Saturday afternoon trips to Bear Mountain, leaving Battery Landing at 1:30 and West One Hundred and Thirty-second Street at 2. On Saturdays boats will leave Battery Landing at 4:30 and 6:30 A. M. West One Hundred and Thirty-second Street at 3:30 and 5:30 P. M. Week day trips are made from the Battery at 9 A. M. and West One Hundred and Thirty-second Street at 10.

Have You Tasted "SALADA" TEA

The Quality of the leaf is the secret
of the Unique Flavor.
SEALED PACKETS ONLY 10c, 18c & 35c.
Send for elegant booklet. SALADA, 100 Hudson St., New York.

CORN ON THE COB

Those Who Don't Like Corn on the Cob Should at Least
Eat It for Exercise—No Quarter Is Given or Taken in
a Corn on the Cob Battle Except by the Waiter—An
Almost All Providing Nature Has Overlooked the Possibilities
of Handles on Corn for Steering Purposes.

By Arthur ("Bugs") Baer.

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Eating isn't work. It's a child's play for most New Yorkers. They put the nose bag on with a rhythm and an easy swing that have often been commented upon by rival eaters from the provinces. The graceful awaying from the fourth vest button up, the loose, flowing style of the elbows, the chic angle at which the lower maxillary is draped, all serve to indicate the metropolitan diner. Some eaters are mechanical. Almost Automatic in fact. They lack the fine instincts of epicureism which go so far to constitute dining one of the fine arts of the world. To them a primrose by the soup plate's brim is a primrose and nothing more. We exclude them from the tournament.

The aesthetic eater is the chap who has done so much to make eating popular. Strictly amateur, and eating for the love of the sport alone, he has placed eating on a plane far above the taint of professionalism. And not to be considered as a diversion which would cause a man to forget the principles of patriotism, the military enrolment figures show that eating has contributed more men to the country's service than any other sport in the United States.

Eating has its seasons. We have the shad-eating epoch, which isn't quite exactly eating. It is more of a finger index system of classifying the skeleton structure of a fish. After one shad-eating clinic, the patient is thoroughly qualified as an expert on shad bones and can occupy the shad-bone chair in any college in the world.

Then we also possess the prune scoffing season. This season is a personal bloomer. No matter how long you eat prunes, no matter how diligently you practice swallowing the omnipresent boarding house landmark, it is impossible to escape from the prune season. We know of students who have practiced prune-eating for years and still are not perfect.

There are innumerable eating seasons. The oyster, the lobster, the watermelon, the biscuit, the—thousands of 'em. Seasons may come and seasons may go, but the check goes on forever. The oyster season has just been carefully laid away to its summer mausoleum. And while there is a gnashing of teeth, there is no wailing among the elite gourmands.

We miss the oyster almost as much as we would like to miss the check. But the departed bivalve's temporary demise is more than forgotten in the debut of that annual benevolent device, corn-on-the-cob. Which explains the gnashing of the teeth.

Corn-on-the-cob doesn't herald its approach with an fanfare of trumpets and joyous gyrations upon the part of the merry villagers. It slides into the league with almost insidious ingenuity. The first inkling we have of its presence is the proportionately feeble staccato rattle of the incisors as they attack the corn on the cob with a range finding volley. Which is increased by the minor tones of the heavier canines as they add their weight to the enamelled skirmish, and further augmented by the dull booming of the bicuspid which enflame the enemy with a dropping fire of toothish shrapnel. The affair culminates in a terrific maxillary roar as the powerful molar howlers cut loose with a chinless series of jawish reverberations. As they say in the Tennessee mountains, after three or four mountainous are shot and a dozen more carved up, the fight is on. No quarter is given or taken in a corn-on-the-cob battle except by the waiter. A dime will do for him. To the waiter, who hasn't earned his gastronomic spurs as a corn-on-the-cobier, too much caution cannot be given to approach his prey carefully. While thoroughly efficient in other respects, an almost all-providing nature has overlooked the possibilities of handles on corn for easy steering purposes. Which is a defect. The waiter, who is seeking to rectify by grafting an interminable ear strap to a kernel of suburban corn. Yet nature's inexplicable dereliction in this instance is more than atoned for by the perfect non-skid tread furnished with each ear. If it were not for this corrugated surface many an on-the-cob and be dashed to pieces on the crumpled floor. It is this clinging grip that has reduced the number of skidding accidents among our compeers.

It is difficult to ascertain why all corn-on-the-cobists should be compeers, but all ailments concede the insalubrious affinity existing between avoirdupois and corn on the cob. And when you multiply the dining buzz of numerous molars by the oscillating cracks of many chins, and add to that the guy who invented the Maxim silencer knew something.

The mortality among collars is terrifying during the corn-on-the-cob season. No insurance company will take a shirt-front as a risk until the season has passed. While the figures aren't quite so high as they are during the watermelon era, still there is a little humidity in the region of a corn-on-the-cob embargo to dampen the ardor of any Fair Beach infatuation.

It's a lot of fun. Even if you don't like corn-on-the-cob you should at least eat it for exercise. Better than rowing or golf. And as there is no municipal prohibition against cutting out the matter within the city limits, you can harmonize with the orchestra in any key. To the beginner who says, "The trouble is, the trouble is, the trouble is," the waiter who has found the easiest to master. After

remarked to our salesman that the SUITS HE HAD SEEN at the ADVERTISED SALE for \$24.50 were NOT AS GOOD as our \$17.50 suits. He further said that the suit he BOUGHT FROM US at \$24.50, our regular price, was better than any the other store had shown him at a "sale" price.

We believe him and compliment him on his thrifty buying.

If more men were like this man they would wear BETTER CLOTHES and SAVE MORE MONEY. Shop around before you buy and compare our merchandise and prices with merchandise and prices elsewhere. We repeat

We Sell Dependable Merchandise at Prices Lower Than Any Other House, but for Cash Only

DANIELS REVOLTS! WON'T PAY \$3 FOR COAL FOR THE NAVY

Will Give Fair Profit and No
More—Gets It Now for
\$2.85 on Shipboard.

WASHINGTON, June 30.—Secretary Daniels to-day revolted against paying \$3 a ton at the mines for coal for Government use. He announced that the Federal Trade Commission investigation to determine the actual cost of production of coal would continue. Upon their report Daniels will set the price that the Navy Department will pay.

"I do not propose to pay \$3 a ton for coal at the mines when we are now getting it for \$2.55 on shipboard. Already I have turned down an offer of the coal producers of \$2.95 at the mines," Daniels said.

When the cost of production is fixed, Secretary Daniels declared he would determine upon a fair profit and pay no more.

New Bow Put on United States Destroyer in Four Days.

BOSTON, June 30.—Commendation has been received from Secretary Daniels for the work done at the Navy Yard here in completing emergency repairs on a destroyer in four days. It was necessary to put practically an entire new bow on the vessel. Daniels telegraphed: "Well done."

Macy's

A Tale of Two Stores
With a Moral

FEW days ago one of the people from our comparison office was visiting a widely advertised sale of Men's Clothing. It was his mission to report the character of the clothing in the sale; the results of the advertising; and to compare the merchandise with our own Men's Clothing.

After a thorough inspection he was convinced that the suits were INFERIOR IN QUALITY and HIGHER IN PRICES than the suits at Macy's. He then decided to see whether those attracted to the sale were as gullible as the attendance at the sale led him to believe.

At one of the tables piled high with suits he overheard the following conversation between one of the store's salesmen and a PROSPECTIVE customer:

"Are these the suits you advertised in last night's and this morning's papers?" "Yes," replied the salesman. "Well, they DON'T APPEAR to me to be worth EVEN AS MUCH as you are asking for them. I understood from your advertisement that the different grades you are advertising are worth MUCH MORE than you are selling them for." "They are worth more," replied the salesman. "If we were to buy them now we would have to pay more for them." "That being so, I should say that from THE SUITS I SAW UP AT Macy's, you DON'T KNOW how to buy. I think I will look further."

When we received this report

we intended to make NO FURTHER USE OF IT because day in and day out we received similar verifications of the GOOD QUALITY of our merchandise and our "Lowest-in-the-City" prices. But the CLIMAX to the EPISODE was such a splendid check on our advertising and comparison departments and such a GOOD SELLING ARGUMENT that to pass it over seemed ultra-conservative.

The young man from our comparison office returned to this store and came into the men's clothing section. There he saw the SAME MAN who had the controversy at the other store. He was looking at a suit. HE BOUGHT IT and he also told the salesman some interesting news, the gist of which you have already read in the preceding paragraphs.

This man, the other store's prospective customer, and now our customer,

remarked to our salesman that the SUITS HE HAD SEEN at the ADVERTISED SALE for \$24.50 were NOT AS GOOD as our \$17.50 suits. He further said that the suit he BOUGHT FROM US at \$24.50, our regular price, was better than any the other store had shown him at a "sale" price.

We believe him and compliment him on his thrifty buying.

If more men were like this man they would wear BETTER CLOTHES and SAVE MORE MONEY. Shop around before you buy and compare our merchandise and prices with merchandise and prices elsewhere. We repeat

We Sell Dependable Merchandise at Prices Lower Than Any Other House, but for Cash Only

All "Lost and Found" articles advertised in The World or reported to "Lost and Found Bureau" Room 108, World Building, will be held for thirty days. These items can be seen at any of The World's Advertising Agencies, or can be telephoned directly to The World. Call 4000 Beakman, New York or Brooklyn Office, 4100 Main.